

# **CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD**

## ***MINUTES***

**February 8, 2006**

**2:00 p.m. – 4:00 p.m.**

**1635 Faraday Avenue, Room 173A**

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Mr. Jim Elliott welcomed the CTBID Board of Directors to its first meeting and self-introductions were made.

### **I. CALL TO ORDER:                      2:00 p.m.**

City Clerk, Ms. Lorraine Wood, called the meeting to order at 2:05 p.m.

### **II. ROLL CALL:**

The City Clerk took roll call and all members of the Board were present.

The General Counsel, Mr. Ronald Ball, informed the Board members that a temporary chairperson must be chosen to assist with the election of the new Chair and Vice Chair. Mr. Bill Canepa was chosen by Board members to serve as temporary Chair.

### **III. APPROVAL OF AGENDA:    February 8, 2006**

### **IV. REPORTS**

#### **1. AB # 0206-1 ELECTION OF OFFICERS**

Temporary Chair Canepa opened the nominations from the floor for the Chairperson. Mr. Robert Cima from the Four Seasons Resort Aviara nominated Ms. April Shute from the La Costa Resort & Spa. Ms. Shute nominated Mr. Cima. Timothy Stripe from the Grand Pacific Palisades Resort made a motion, seconded by Robert Cima, to close the nominations. Ms. April Shute was elected as Chairperson by a majority vote and then re-elected by unanimous vote.

Chair April Shute opened the nominations from the floor for the Vice Chairperson. Mr. Cima nominated Mr. Timothy Stripe. Mr. Stripe was unanimously elected as Vice Chairperson.

Everyone offered their congratulations to the new officers.

## **2. AB # 0206-2 PRESENTATION FROM STAFF**

- a) Administrative Services Director Jim Elliott explained the role and responsibilities of this Board and how it will manage up to \$900,000 in annual revenue from a \$1 per-night assessment on each occupied room within the City.
- b) Mr. Elliott explained that the operating budget is subject to public review and must be presented annually to the City Council. The Board will also present an annual report to the City Council that will provide a summary of the activities, revenues and expenditures for the prior year.
- c) **Action:** Mr. Elliott suggested at the next meeting the Board members consider adoption of rules of procedure that will assist the Board in the orderly conduct of their business. He also recommended that the Board adopt the City Council's rules related to contracting. This would allow the Board to award contracts based on best value rather than lowest bid.
- d) **Action:** General Counsel Ronald Ball explained that meeting agendas are posted 72 hours prior to the meeting. Meeting locations must be accessible to the public. The Board should decide how frequently they wish to meet. Each year the Board members must complete a Conflict of Interest form. Board members cannot participate in any action that would create a conflict of interest.
- e) Mr. Ball stated that there is an opportunity to have closed sessions, but those meetings are exceptions rather than the rule. Closed sessions are allowed when litigation or personnel issues would be discussed. Mr. Ball encouraged the Board members to refer to pages 22-23 of the Brown Act handout regarding meeting practices.
- f) Mr. Ball explained that a quorum is four (4) members of the CTBID Board. He requested that the members be sensitive to the need to publicly notice meetings. Four Board members cannot discuss Board business in a social setting or forum outside of a noticed meeting. The Board members have a public role and are public figures.
- g) City Clerk Lorraine Wood explained the Public Records Act. Any e-mail or written correspondence amongst the Board members and audio-visual presentations are considered public record and can be requested by a citizen. The City Clerk's office provides in-house training and she offered assistance in this regard.

## **3. AB # 0206-3 REPAYMENT OF LOANS TO THE CTBID**

Mr. Elliott explained that the first formal action of this Board would be to authorize the repayment of a \$33,500 loan from the City Council to the Carlsbad Convention and Visitors Bureau for costs related to the formation of the CTBID. The CCVB requested that the loan be repaid over a six-month period. The City Manager agreed to the repayment schedule.

**ACTION:** Mr. Stripe noticed two corrections in the Resolution: under the third WHEREAS, the word 'requires' should be changed to 'request'; and an 's' should be added to the sixth WHEREAS. Mr. Stripe made a motion, seconded by Mr. Vallas, to adopt Resolution No. 2006-1, with the recommended corrections, authorizing the repayment of loans to the CTBID. Motion passed unanimously.

**4. AB # 0206-4 MARKETING PLAN - CTBID**

Mr. Elliott explained that the primary purpose for forming the CTBID was to allow the tourism industry to take charge of the marketing and promotion activities that are essential to creating a healthy tourist based economy, and to provide a funding source that would provide sufficient revenue to support these activities.

The City Council advanced the funds needed to finance a comprehensive marketing study that looked at Carlsbad's tourism industry and those activities that would bolster the existing tourism economy. The Strategic Marketing Group (SMG) developed the marketing plan that was included in the agenda packet.

Mr. Kurt Burkhardt, Executive Director, of the Carlsbad Convention & Visitors Bureau, provided a presentation and distributed binders to the Board members.

Mr. Elliott suggested that the Board members review the Marketing Plan to help them identify how the tourism industry in Carlsbad might be supported by the CTBID.

**Action:** Place the Marketing Plan on a future agenda for discussion on future action. Staff is available to assist with the conversation.

**5. SET DATE FOR NEXT MEETING – (ACTION)**

**Action:** The next meeting will be on Wednesday, February 15, 2006, at 2:00 p.m. at the La Costa Resort & Spa, Las Palmas 2 Room in the Costa del Sol Ballroom, 2100 Costa del Mar Road, Carlsbad, CA. The only agenda item will be to consider contracts for tourism promotion services: Carlsbad Convention and Visitors Bureau and the San Diego North Convention & Visitors Bureau.

**PUBLIC COMMENT**

Ms. Cami Mattson, Chief Executive Officer of the San Diego North Convention and Visitors Bureau (SDNCVB) reported that City funding to both the SDNCVB and Carlsbad CVB expires effective February 28, 2006.

Ms. Mattson shared her desire to present the SDNCVB marketing plan at a future Board meeting.

The Board requested that staff return at a future meeting with a document that would provide funding. Mr. Stripe made a motion, seconded by Mr. Canepa, to provide continued funding through the CTBID on a status-quo basis to both CCVB and SDNCVB through June 30, 2006. This will be the only agenda item at the next meeting on Wednesday, February 15, 2006. Motion passed unanimously.

Mr. Patrick Fearn, Chairman of the Carlsbad Convention & Visitors Bureau, mentioned his concern that nearly 40% of the hotel properties in Carlsbad are currently unrepresented on the CTBID Advisory Board. At the next Carlsbad CVB meeting, Mr. Fearn will call for a resolution from that Board to request the CTBID Advisory Board address adding two additional seats to the CTBID Advisory Board to represent these smaller properties.

### **ADJOURNMENT**

Chairperson April Shute adjourned the meeting at 3:17 p.m.

Respectfully submitted,

Sheryl Keller  
Recording Secretary